

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1-58. (canceled)

59. (currently amended) A transmitter comprising:

means for transmitting data to at least one of a plurality of remote receivers over a particular transmission channel; ~~and~~

means for controllably disabling at least one control on the remote receiver so that the particular transmission channel cannot be switched by the user of the one remote receiver until a predetermined criterion related to the transmitted data has been met; and

means for reactivating any disabled control on the remote receiver in response to having met the predetermined criterion related to the transmitted data.

60. (currently amended) The invention set forth in claim 59 wherein the data originates from at least one of a plurality of different input sources selected from the group consisting of TV, cable, VCR, DVD, satellite broadcast, telephone, ~~or~~ and a database.

61. (canceled)

62. (original) The invention set forth in claim 59 further comprising:

means for detecting a presence of a user in proximity to said transmitter.

63. (original) The invention set forth in claim 62 further comprising:

means for tuning the one remote receiver to the particular channel based on a momentary connection between the receiver and the transmitter.

64. (original) The invention set forth in claim 62 wherein the means for detecting comprises:

means for tuning the one remote receiver to the particular channel based on a control signal between the receiver and the transmitter.

65. (original) The invention set forth in claim 62 wherein the means for detecting further comprises:

a sensor and wherein a mode of operation of the sensor is chosen from the group consisting of ultrasound, motion, I R, sound, light, applied manual pressure, heat, and air pressure.

66-84. (canceled)

85. (new) The invention set forth in claim 59 wherein the predetermined criterion is the delivery of a predetermined number of advertisements to a particular user.

86. (new) The invention set forth in claim 59 wherein the predetermined criterion is a passage of a predetermined amount of time the transmitted data is delivered.